

BrokerCheck Report

HORACE SEELY-BROWN IV

CRD# 2921928

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When communicating online or investing with any professional, make sure you know who you're dealing with. [Imposters](#) might link to sites like BrokerCheck from [phishing](#) or similar scam websites, or through [social media](#), trying to steal your personal information or your money.

Please contact FINRA with any concerns.

About BrokerCheck®



BrokerCheck offers information on all current, and many former, registered securities brokers, and all current and former registered securities firms. FINRA strongly encourages investors to use BrokerCheck to check the background of securities brokers and brokerage firms before deciding to conduct, or continue to conduct, business with them.

- **What is included in a BrokerCheck report?**

- BrokerCheck reports for individual brokers include information such as employment history, professional qualifications, disciplinary actions, criminal convictions, civil judgments and arbitration awards. BrokerCheck reports for brokerage firms include information on a firm's profile, history, and operations, as well as many of the same disclosure events mentioned above.
- Please note that the information contained in a BrokerCheck report may include pending actions or allegations that may be contested, unresolved or unproven. In the end, these actions or allegations may be resolved in favor of the broker or brokerage firm, or concluded through a negotiated settlement with no admission or finding of wrongdoing.

- **Where did this information come from?**

- The information contained in BrokerCheck comes from FINRA's Central Registration Depository, or CRD® and is a combination of:
 - o information FINRA and/or the Securities and Exchange Commission (SEC) require brokers and brokerage firms to submit as part of the registration and licensing process, and
 - o information that regulators report regarding disciplinary actions or allegations against firms or brokers.

- **How current is this information?**

- Generally, active brokerage firms and brokers are required to update their professional and disciplinary information in CRD within 30 days. Under most circumstances, information reported by brokerage firms, brokers and regulators is available in BrokerCheck the next business day.

- **What if I want to check the background of an investment adviser firm or investment adviser representative?**

- To check the background of an investment adviser firm or representative, you can search for the firm or individual in BrokerCheck. If your search is successful, click on the link provided to view the available licensing and registration information in the SEC's Investment Adviser Public Disclosure (IAPD) website at <https://www.adviserinfo.sec.gov>. In the alternative, you may search the IAPD website directly or contact your state securities regulator at <http://www.finra.org/Investors/ToolsCalculators/BrokerCheck/P455414>.

- **Are there other resources I can use to check the background of investment professionals?**

- FINRA recommends that you learn as much as possible about an investment professional before deciding to work with them. Your state securities regulator can help you research brokers and investment adviser representatives doing business in your state.

Thank you for using FINRA BrokerCheck.



Using this site/information means that you accept the FINRA BrokerCheck Terms and Conditions. A complete list of Terms and Conditions can be found at brokercheck.finra.org



For additional information about the contents of this report, please refer to the User Guidance or www.finra.org/brokercheck. It provides a glossary of terms and a list of frequently asked questions, as well as additional resources. For more information about FINRA, visit www.finra.org.



HORACE SEELY-BROWN IV

CRD# 2921928

Currently employed by and registered with the following Firm(s):

IA WORLD INVESTMENT ADVISORS, LLC
108 South Wynstone Park Drive, Suite 110
North Barrington, IL 60010
CRD# 208512
Registered with this firm since: 10/04/2023

B WORLD INVESTMENTS, LLC
108 South Wynstone Park Drive, Suite 110
North Barrington, IL 60010
CRD# 20626
Registered with this firm since: 06/03/2024

Report Summary for this Broker

This report summary provides an overview of the broker's professional background and conduct. Additional information can be found in the detailed report.

Broker Qualifications

This broker is registered with:

- 1 Self-Regulatory Organization
- 33 U.S. states and territories

This broker has passed:

- 2 Principal/Supervisory Exams
- 3 General Industry/Product Exams
- 2 State Securities Law Exams

Registration History

This broker was previously registered with the following securities firm(s):

- B OSAIC WEALTH, INC.**
CRD# 23131
N BARRINGTON, IL
02/2013 - 06/2024
- IA FINANCIAL SOLUTIONS, LLC**
CRD# 110149
WAUKESHA, WI
02/2016 - 10/2023
- IA JLTD ADVISORS, LLC**
CRD# 153690
CHICAGO, IL
05/2010 - 03/2016

Disclosure Events

All individuals registered to sell securities or provide investment advice are required to disclose customer complaints and arbitrations, regulatory actions, employment terminations, bankruptcy filings, and criminal or civil judicial proceedings.

Are there events disclosed about this broker? **Yes**

The following types of disclosures have been reported:

Type	Count
Customer Dispute	1



Broker Qualifications

Registrations

This section provides the self-regulatory organizations (SROs) and U.S. states/territories the broker is currently registered and licensed with, the category of each license, and the date on which it became effective. This section also provides, for every brokerage firm with which the broker is currently employed, the address of each branch where the broker works.

This individual is currently registered with 1 SRO and is licensed in 33 U.S. states and territories through his or her employer.

Employment 1 of 2

Firm Name: **WORLD INVESTMENT ADVISORS, LLC**
 Main Office Address: **24 E. COTA STREET
 SUITE 200
 SANTA BARBARA, CA 93101**
 Firm CRD#: **208512**

	U.S. State/ Territory	Category	Status	Date
IA	Illinois	Investment Adviser Representative	Approved	10/04/2023
IA	Wisconsin	Investment Adviser Representative	Approved	10/20/2023

Branch Office Locations

108 South Wynstone Park Drive, Suite 110
 North Barrington, IL 60010

Employment 2 of 2

Firm Name: **WORLD INVESTMENTS, LLC**
 Main Office Address: **437 NEWMAN SPRINGS ROAD
 LINCROFT, NJ 07738**
 Firm CRD#: **20626**

	SRO	Category	Status	Date
B	FINRA	General Securities Principal	Approved	06/03/2024
B	FINRA	General Securities Representative	Approved	06/03/2024
B	FINRA	Registered Options Principal	Approved	06/03/2024

Broker Qualifications



Employment 2 of 2, continued

	U.S. State/ Territory	Category	Status	Date
B	Alabama	Agent	Approved	06/06/2024
B	Arizona	Agent	Approved	06/06/2024
B	Arkansas	Agent	Approved	06/06/2024
B	California	Agent	Approved	06/03/2024
B	Colorado	Agent	Approved	06/03/2024
B	District of Columbia	Agent	Approved	06/06/2024
B	Florida	Agent	Approved	06/03/2024
B	Georgia	Agent	Approved	06/03/2024
B	Hawaii	Agent	Approved	06/03/2024
B	Idaho	Agent	Approved	06/03/2024
B	Illinois	Agent	Approved	06/03/2024
B	Kansas	Agent	Approved	06/06/2024
B	Maine	Agent	Approved	06/06/2024
B	Massachusetts	Agent	Approved	06/06/2024
B	Michigan	Agent	Approved	06/06/2024
B	Minnesota	Agent	Approved	06/06/2024
B	Mississippi	Agent	Approved	06/03/2024
B	Missouri	Agent	Approved	06/06/2024
B	Nebraska	Agent	Approved	06/06/2024
B	Nevada	Agent	Approved	06/06/2024
B	New Jersey	Agent	Approved	06/03/2024



Broker Qualifications

Employment 2 of 2, continued

	U.S. State/ Territory	Category	Status	Date
B	New York	Agent	Approved	06/03/2024
B	North Carolina	Agent	Approved	06/12/2024
B	Ohio	Agent	Approved	06/06/2024
B	Oregon	Agent	Approved	06/06/2024
B	South Carolina	Agent	Approved	06/06/2024
B	South Dakota	Agent	Approved	06/06/2024
B	Texas	Agent	Approved	06/03/2024
B	Utah	Agent	Approved	06/06/2024
B	Virginia	Agent	Approved	06/06/2024
B	Washington	Agent	Approved	06/03/2024
B	Wisconsin	Agent	Approved	06/06/2024
B	Wyoming	Agent	Approved	06/03/2024

Branch Office Locations

WORLD INVESTMENTS, LLC

108 South Wynstone Park Drive, Suite 110
North Barrington, IL 60010



Broker Qualifications

Industry Exams this Broker has Passed

This section includes all securities industry exams that the broker has passed. Under limited circumstances, a broker may attain a registration after receiving an exam waiver based on exams the broker has passed and/or qualifying work experience. Any exam waivers that the broker has received are not included below. A passed exam or exam waiver does not permit a broker to do business without an active SRO or state registration.

This individual has passed 2 principal/supervisory exams, 3 general industry/product exams, and 2 state securities law exams.

Principal/Supervisory Exams

Exam	Category	Date
B Registered Options Principal Examination	Series 4	03/11/2003
B General Securities Principal Examination	Series 24	08/07/2002

General Industry/Product Exams

Exam	Category	Date
B Securities Industry Essentials Examination	SIE	10/01/2018
B General Securities Representative Examination	Series 7	02/25/1999
B Investment Company Products/Variable Contracts Representative Examination	Series 6	01/22/1998

State Securities Law Exams

Exam	Category	Date
IA Uniform Investment Adviser Law Examination	Series 65	03/23/1999
B Uniform Securities Agent State Law Examination	Series 63	02/19/1998

Additional information about the above exams or other exams FINRA administers to brokers and other securities professionals can be found at www.finra.org/brokerqualifications/registeredrep/.

Broker Qualifications



Professional Designations

This section details that the representative has reported **0** professional designation(s).

No information reported.



Registration and Employment History

Registration History

The broker previously was registered with the following firms:

Registration Dates	Firm Name	CRD#	Branch Location
B 02/2013 - 06/2024	OSAIC WEALTH, INC.	23131	N BARRINGTON, IL
IA 02/2016 - 10/2023	FINANCIAL SOLUTIONS, LLC	110149	Chicago, IL
IA 05/2010 - 03/2016	JLTD ADVISORS, LLC	153690	CHICAGO, IL
B 01/2002 - 12/2011	WUNDERLICH SECURITIES, INC.	2543	CHICAGO, IL
IA 10/2003 - 05/2010	WUNDERLICH SECURITIES, INC.	2543	CHICAGO, IL
B 08/2000 - 12/2001	MFM ASSET MANAGEMENT, L.L.C.	43244	MEMPHIS, TN
B 12/1998 - 04/2001	FIRST UNION SECURITIES, INC.	19616	ST. LOUIS, MO
B 01/1998 - 11/1998	KEMPER DISTRIBUTORS, INC.	37306	CHICAGO, IL

Employment History

This section provides up to 10 years of an individual broker's employment history as reported by the individual broker on the most recently filed Form U4.

Please note that the broker is required to provide this information only while registered with FINRA or a national securities exchange and the information is not updated via Form U4 after the broker ceases to be registered. Therefore, an employment end date of "Present" may not reflect the broker's current employment status.

Employment	Employer Name	Position	Investment Related	Employer Location
06/2024 - Present	TFS Securities, Inc.	Registered Representative	Y	Lincroft, NJ, United States
10/2023 - Present	Pensionmark Financial Group	Investment Adviser Representative	Y	Santa Barbara, CA, United States
03/2016 - 05/2024	Osaic Wealth, Inc.	Registered Representative	Y	Jersey City, NJ, United States
02/2016 - 10/2023	Financial Solutions, LLC	Member	Y	Waukesha, WI, United States
02/2013 - 03/2016	Royal Alliance Associates, Inc.	Registered Representative	Y	Chicago, IL, United States
05/2006 - 02/2016	JLTD ADVISORS, LLC	MANAGING MEMBER	Y	CHICAGO, IL, United States

Registration and Employment History



Other Business Activities

This section includes information, if any, as provided by the broker regarding other business activities the broker is currently engaged in either as a proprietor, partner, officer, director, employee, trustee, agent or otherwise. This section does not include non-investment related activity that is exclusively charitable, civic, religious or fraternal and is recognized as tax exempt.

1. Financial Solutions, LLC; Investment Related; 1900 Airport Road, Suite A, Waukesha, WI 53188; Wealth Management/Financial Planning/Investment Advisory Services; Partner; 02/18/2016; 160 hours per month; 160 hours during trading hours; Financial Planning & Investment Advisory Services.
 2. Insurance - Various Companies; Non-Investment Related; 108 South Wynstone Park Driver, Suite 110, North Barrington, IL, 60010; Insurance; Insurance Agent; 2/18/2016; 5 hours per month; 5 hours during trading hours; Insurance sales are complementary to our financial planning process for clients.
-

Disclosure Events



What you should know about reported disclosure events:

1. All individuals registered to sell securities or provide investment advice are required to disclose customer complaints and arbitrations, regulatory actions, employment terminations, bankruptcy filings, and criminal or civil judicial proceedings.
2. **Certain thresholds must be met before an event is reported to CRD, for example:**
 - o A law enforcement agency must file formal charges before a broker is required to disclose a particular criminal event.
 - o A customer dispute must involve allegations that a broker engaged in activity that violates certain rules or conduct governing the industry and that the activity resulted in damages of at least \$5,000.
 - o
3. **Disclosure events in BrokerCheck reports come from different sources:**
 - o As mentioned at the beginning of this report, information contained in BrokerCheck comes from brokers, brokerage firms and regulators. When more than one of these sources reports information for the same disclosure event, all versions of the event will appear in the BrokerCheck report. The different versions will be separated by a solid line with the reporting source labeled.
 - o
4. **There are different statuses and dispositions for disclosure events:**
 - o A disclosure event may have a status of *pending*, *on appeal*, or *final*.
 - A "pending" event involves allegations that have not been proven or formally adjudicated.
 - An event that is "on appeal" involves allegations that have been adjudicated but are currently being appealed.
 - A "final" event has been concluded and its resolution is not subject to change.
 - o A final event generally has a disposition of *adjudicated*, *settled* or *otherwise resolved*.
 - An "adjudicated" matter includes a disposition by (1) a court of law in a criminal or civil matter, or (2) an administrative panel in an action brought by a regulator that is contested by the party charged with some alleged wrongdoing.
 - A "settled" matter generally involves an agreement by the parties to resolve the matter. Please note that brokers and brokerage firms may choose to settle customer disputes or regulatory matters for business or other reasons.
 - A "resolved" matter usually involves no payment to the customer and no finding of wrongdoing on the part of the individual broker. Such matters generally involve customer disputes.

For your convenience, below is a matrix of the number and status of disclosure events involving this broker. Further information regarding these events can be found in the subsequent pages of this report. You also may wish to contact the broker to obtain further information regarding these events.

	Pending	Final	On Appeal
Customer Dispute	0	1	N/A



Disclosure Event Details

When evaluating this information, please keep in mind that a disclosure event may be pending or involve allegations that are contested and have not been resolved or proven. The matter may, in the end, be withdrawn, dismissed, resolved in favor of the broker, or concluded through a negotiated settlement for certain business reasons (e.g., to maintain customer relationships or to limit the litigation costs associated with disputing the allegations) with no admission or finding of wrongdoing.

This report provides the information exactly as it was reported to CRD and therefore some of the specific data fields contained in the report may be blank if the information was not provided to CRD.

Customer Dispute - Closed-No Action / Withdrawn / Dismissed / Denied

This type of disclosure event involves (1) a consumer-initiated, investment-related arbitration or civil suit containing allegations of sales practice violations against the individual broker that was dismissed, withdrawn, or denied; or (2) a consumer-initiated, investment-related written complaint containing allegations that the broker engaged in sales practice violations resulting in compensatory damages of at least \$5,000, forgery, theft, or misappropriation, or conversion of funds or securities, which was closed without action, withdrawn, or denied.

Disclosure 1 of 1

Reporting Source:	Broker
Employing firm when activities occurred which led to the complaint:	JLTD Advisors, LLC
Allegations:	Customer alleged tax consequences resulted from following representative's February 2012 recommendation to sell stock. Representative was an independent registered investment adviser at the time.
Product Type:	Equity Listed (Common & Preferred Stock)
Alleged Damages:	\$0.00
Alleged Damages Amount Explanation (if amount not exact):	Alleged damages exceed \$5,000.
Is this an oral complaint?	No
Is this a written complaint?	Yes
Is this an arbitration/CFTC reparation or civil litigation?	No

Customer Complaint Information

Date Complaint Received:	09/01/2015
Complaint Pending?	No



Status: Denied

Status Date: 09/18/2015

Settlement Amount:

**Individual Contribution
Amount:**

Broker Statement

The customer agreed with the recommendation to sell stock. The customer received a trade confirmation, a 1099 report, and quarterly statements for a period of at least two years until he transferred his account to another broker-dealer. Through Pershing, all transaction notifications and subsequent statements were delivered to the customer in accordance with industry rules and regulations. The filing of tax returns is the client's responsibility.

End of Report



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